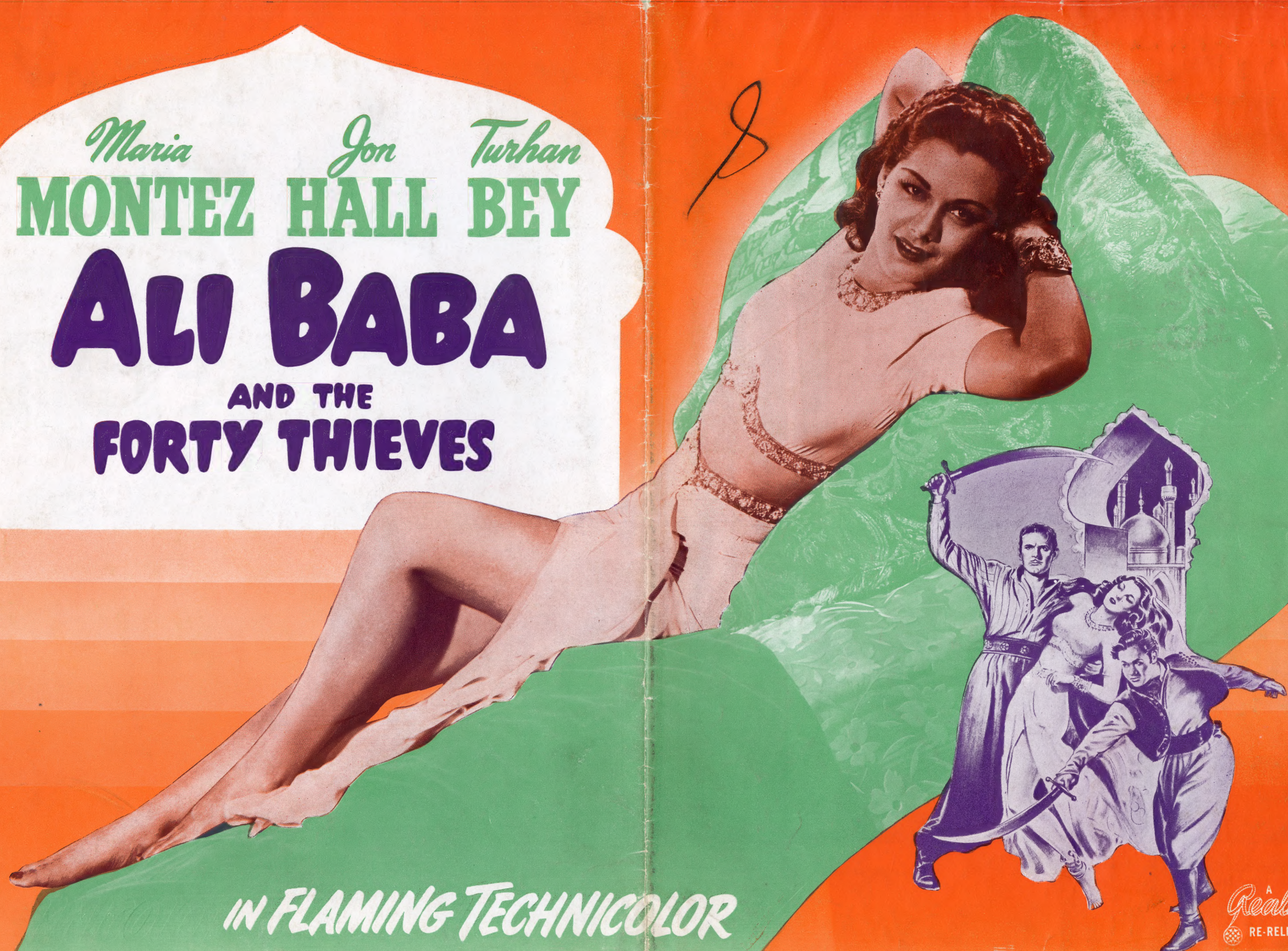
Maria **MONTEZ** *Jon* **HALL** *Turhan* **BEY**

ALI BABA
AND THE FORTY THIEVES



IN FLAMING TECHNICOLOR

A *Realart* RE-RELEASE

Booty!

Prize of a King . . .
Slave of a Rogue!

Maria **MONTEZ** · *Jon* **HALL** · *Turhan* **BEY**

ALI BABA

AND THE

FORTY THIEVES

IN TECHNICOLOR

with **ANDY DEVINE**

FORTUNIO BONANOVA
FRANK PUGLIA · RAMSAY AMES
MORONI OLSEN · KURT KATCH

and **Thousands in Thrilling Spectacles!**

A THOUSAND SABERS FLASH IN CONQUEST

with the most reckless rogues that ever rode . . and a woman — more dangerous than them all!

ADDED ATTRACTIONS

A Realart RE-RELEASE

Ad Mat No. 401

THE MOST RECKLESS ROGUES THAT EVER RODE!

A woman — more dangerous than them all!

Burning Days of Bold Adventure . . with the most spectacular stars of today!

Maria **MONTEZ**

Jon **HALL**

Turhan **BEY**

in

ALI BABA

AND THE

FORTY THIEVES

IN TECHNICOLOR

with

ANDY DEVINE
FORTUNIO BONANOVA
FRANK PUGLIA
RAMSAY AMES
MORONI OLSEN
KURT KATCH

and

Thousands in Thrilling Spectacles

WILD NIGHTS OF SHEER DELIGHTS!

ADDED ATTRACTIONS

A Realart RE-RELEASE

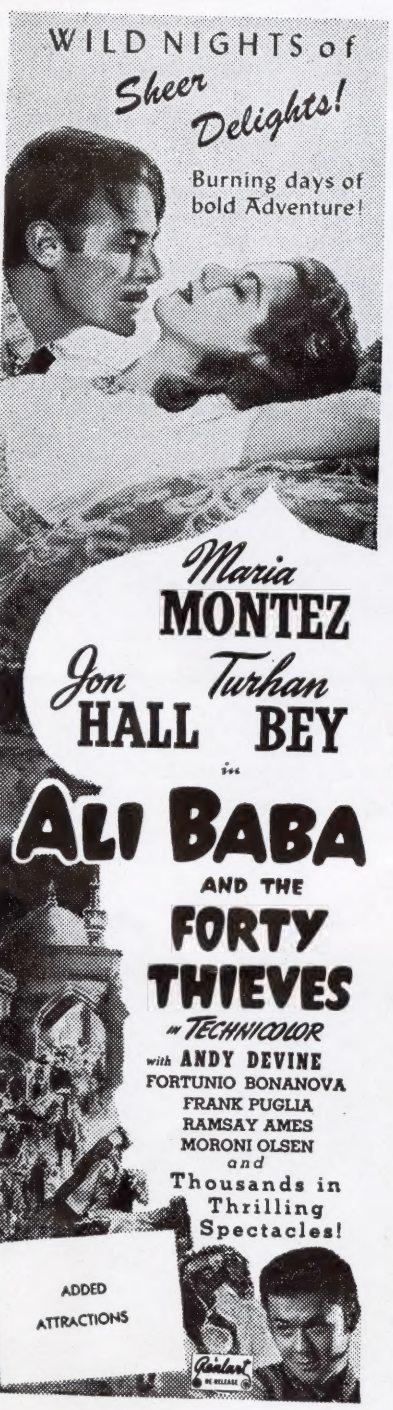
Ad Mat No. 301

WILD NIGHTS OF SHEER DELIGHTS!
Burning Days of Bold Adventure!
Raiders! Slavers! Riches and Rogues .. when beauty was the booty—and the prize of all was love!
Maria MONTEZ
Jon HALL
Turhan BEY
ALI BABA
AND THE
FORTY THIEVES
IN TECHNICOLOR
with ANDY DEVINE
FORTUNIO BONANOVA FRANK PUGLIA
RAMSAY AMES MORONI OLSEN KURT KATCH
and Thousands in Thrilling Spectacles!
A Realart RE-RELEASE

Ad Mat No. 204

Ad Mat No. 203

Ad Mat No. 202



Ad Mat No. 106

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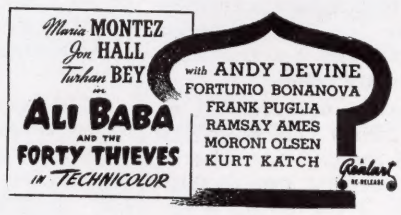
Ad Mat No. 103

Ad Mat No. 105



Ad Mat No. 101

Ad Mat No. 102

Ad Mat No. 201

MARIA MONTEZ FILM APPLAUDED

(Review)

All the enchantment and exotic allure that filmgoers have come to identify with the name of Maria Montez returned to the screen—in Technicolor—at the ..... theatre yesterday when Realart's "Ali Baba and the Forty Thieves" opened its engagement.

Miss Montez, if anything, exceeds the spitfire charm she exhibited in such earlier Technicolor successes as "Arabian Nights," "White Savage" and "Cobra Woman," and profits well by the lavish Oriental background which marks the picture throughout.

Co-starred with the lovely Maria are Jon Hall, who again is teamed with her effectively in the love theme, and handsome Turhan Bey, a handsome favorite in the realm of top-billed screen personalities whose engaging performance well merits his success.

Locale of the elaborate film fantasy is ancient Bagdad in the days of its most resplendent glory. Miss Montez appears as a princess whose treacherous father brings about the slaying of the Caliph and the conquest of Bagdad by Mongol hordes. Hall, son of the dead Caliph, joins forces with a band of jolly thieves and, in league with the princess' slave, convincingly portrayed by Bey, finally ousts the cruel Khan from the city. Not, however, before the generous amount of fast-gripping action which has come to be expected from these Hollywood period adventures has been reeled off.

Highlights of the pictorially superb story come when Miss Montez bathes by moonlight in an oasis pool, and recreation of the delightful fable about Ali Baba, the forty thieves and the miracle of their mountain Sesame, which opens and closes upon command.

Featured importantly in the excellent cast are Fortunio Bonanova, as head of the thieves; Andy Devine, Ramsay Ames, Moroni Olsen, Frank Puglia, Kurt Katch and two talented youngsters, Yvette Duguay and Scotty Beckett.

Edmund L. Hartmann authored the screenplay of "Ali Baba and the Forty Thieves." It is a Paul Malvern production, directed by Arthur Lubin. Photographic credit goes to George Robinson and Natalie Kalmus, as Technicolor director.

ORIGINAL MUSIC FOR "ALI BABA"

(Current)

Producer Paul Malvern's Technicolor production for Realart, "Ali Baba and the Forty Thieves," now at the ..... theatre, boasts an original musical score by Edward Ward, including one song with lyrics by J. Keirn Brennan. It is "Forty and One For All," a spirited riding number.

Brennan's is a long-famous name in the music world, he being the lyricist of "Let the Rest of the World Go By," "Empty Saddles," "Little Bit of Heaven," and "Dear Old Boy of Mine." Recently he collaborated with Rudolf Friml on modernization of the famous composer's "The Vagabond King" and "The Firefly."

Another highlight of the Ward score for "Ali Baba" is a spiritual sword dance.

SEVEN VEILS---AND THEN ONLY ONE

(Advance)

Maria Montez, Hollywood "Queen of Technicolor," reduced the Dance of the Seven Veils to one veil in "Arabian Nights." In "White Savage" she introduced the "sheerong"—a sheer sarong—and in "Cobra Woman" she wore a silver sarong.

In Producer Paul Malvern's Technicolor "Ali Baba and the Forty Thieves," scheduled to open ..... at the ..... theatre, Miss Montez wears—well!

Most revealing sequence in "Ali Baba and the Forty Thieves" is an oasis scene, at the "Pool of Midnight," where Maria goes to bathe.

In this scene, lovely, spirited Maria Montez and suave Turhan Bey share starring honors, along with John Hall in the magnificent Technicolor production for Realart release, "Ali Baba and the Forty Thieves."

2 Col. Scene Mat No. 2B

Synopsis

(Not for Publication)

Cruel Hulagu Khan, ruler of the Mongols (**Kurt Katch**), conquers Bagdad and drives Hassan, Caliph of Bagdad (**Moroni Olsen**), to flight.

Just as the Caliph and his train are about to escape, they are set upon and slaughtered by the Mongols, through the treachery of Prince Cassim (**Frank Puglia**). Only Ali, 12-year-old son of the Caliph (**Scotty Beckett**), who had pledged his troth with Amara (**Yvette Duguay**), small daughter of Cassim, escapes.

Ali is adopted by Old Baba (**Fortunio Bonanova**), jolly chief of a band of thieves, who names the son of the slain Caliph Ali Baba. For 10 years the thieves conduct forays against the hated Mongols.

Now a young man, Ali Baba (**Jon Hall**), learns that a rich caravan, weakly guarded and bearing the betrothed of the Khan, the Princess Amara (**Maria Montez**), is encamped at a desert oasis.

Sensing a trap, Ali Baba and Abdullah (**Andy Devine**), ride to investigate. Ali, while gazing enraptured as Princess Amara, whom he mistakes for a slave girl, bathes in an open pool, is captured. Abdullah escapes.

Ali, caged, is taken to Bagdad, but learns enroute that he has a friend in Amara's body slave, Jamiel (**Turhan Bey**).

Old Baba's band raids Bagdad and rescues Ali, who carries Amara off with him, with the help of Jamiel. Ali and Amara each discovers the other's true identity, and they repledge their troth. But Amara, to save her father, Prince Cassim, from a torturous death at the hands of the Khan for permitting her to escape, returns to Bagdad and consents to wed the brutal Hulagu.

Ali and his thieves, posing as gift-bearing merchants, enter Bagdad on the day of the pre-nuptial festival with a pack train of beasts bearing 40 casks supposedly containing precious oils.

Ali Baba's men inspire a surprise revolt by the populace in which both the Khan and his traitorous vizier, Cassim, are slain.

Ali and Amara are reunited as the faithful Jamiel cuts down the hated Mongol pennant and runs up the star and crescent flag of Bagdad.

The Cast

Amara	Maria Montez
Ali Baba	Jon Hall
Jamiel	Turhan Bey
Abdullah	Andy Devine
Hulagu Khan	Kurt Katch
Cassim	Frank Puglia
Baba	Fortunio Bonanova
Caliph	Moroni Olsen
Nalu	Ramsay Ames
Fat Thief	Chris-Pin Martin
Ali (as children)	Scotty Beckett
Amara (as children)	Yvette Duguay
Mongol Captain	Noel Cravat
Little Thief	Jimmy Conlin
Mahmoud	Harry Cording

Credits

Realart Pictures
presents
MARIA MONTEZ - JON HALL
TURHAN BEY
in
"ALI BABA AND THE FORTY THIEVES"
In Technicolor
with
Andy Devine - Fortunio Bonanova
Frank Puglia - Ramsay Ames
Moroni Olsen - Kurt Katch

Written for the Screen by.....
.....**Edmund L. Hartmann**

Directors of Photography, George Robinson, A.S.C. W. Howard Greene, A.S.C.; Technicolor Color Director, Natalie Kalmus, Associate, William Fritzsche; Art Direction, John B. Goodman, Richard H. Riedel; Sound Director, Bernard B. Brown, Technician, Robert Pritchard; Set Decorations, R. A. Gausman, Ira S. Webb; Special Photography, John P. Fulton, A.S.C.; Musical Score and direction, Edward Ward; Dance Director, Paul Oscard; Film Editor, Russell Schoengarth; Dialogue Director, Stacy Keach; Make-up Artist, Jack Pierce; Costumes, Vera West; Assistant Director, Charles Gould; Technical Advisor, Jamiel Hasson.

Directed by.....**Arthur Lubin**
Produced by.....**Paul Malvern**

Running Time: 87 Minutes

FILM IS FANTASY, FACT AND FICTION

(Current)

"Ali Baba and the Forty Thieves," Producer Paul Malvern's Realart Technicolor feature now at the ..... Theatre, which co-stars Maria Montez, Jon Hall and Turhan Bey, is a melange of "fiction, fantasy and fact," in the words of Edmund L. Hartmann, who wrote the original screen play.

"It is fiction in that we have taken liberties with the character of Ali Baba, and written a new tale about him—one designed purely as entertainment," explained Hartmann.

"It is fantasy in its treatment of 'Open Sesame' and the 40 casks, which, you remember, were used to conceal the thieves. They are the only incidents or 'props' that we have borrowed from the Arabian Nights tale—and we've taken poetic license, if I may call it that, with them.

"It is fact in that our story is based on historical accuracy. I was a student of the Khans and Mongols long before Producer Malvern sent for me to write his story. I borrowed my villain from history.

"Hulagu, Khan of the Mongols in 'Ali Baba and the Forty Thieves,' isn't just a character for the screen. He actually existed. He was the grandson of Genghis Khan, prototype to today's military dictators and tyrants.

"I discovered that, in 1258, Hulagu led his Mongols in an invasion of Bagdad, and that is the historical incident I used in 'Ali Baba'."

Dashing Jon Hall Cast With Maria Montez in "Ali Baba"

(Advance)

It's a far cry from Jon Hall's childhood home in Tahiti, where he became the best all-around athlete of that South Sea Island's history, to the palm fronds of Hollywood, where world-wide fame greeted him as a screen star.

But it's a true life story just as interesting as the screen roles of the towering young man, who is Realart's Technicolor picture, "Ali Baba and the Forty Thieves," is again co-starred with the alluring Maria Montez.

Turhan Bey, a favorite romantic screen star from an old and noble family in Turkey, is a third co-starring personality in the exotic picture, which opens ..... at the ..... Theatre.

Jon Hall was born in Fresno, California, but he was brought up in Tahiti, the home of his mother.

Hall comes from a long line of hardy forebears, including New England sea captains and French pioneers. His maternal grandfather, Captain Charles Chapman, sailed his own schooner into the harbor of Papeete and became one of the South Seas' most respected traders.

Boy Athlete

His father, Felix Locher, and his grandparents, were business men with sound continental connections. Today, Hall's relatives are the most prominent white citizens of Tahiti and control many of the island's leading industries. Hall is a cousin of James Norman Hall, co-author of "Mutiny on the Bounty" and other South Sea novels.

Jon learned to swim as soon as he walked, and could manage an outrigger canoe at an age when most American youngsters are playing with kindergarten blocks. He became so proficient in these activities that he could beat the natives in their own games. While still in his 'teens, Hall won the swimming championship of Tahiti.

Jon received his early education in Tahitian schools, but went to Europe for his college courses. He attended the University of Neufchatel, Switzerland, the International University at Geneva and Badingham College in England. At Geneva he won renown as a ski jumper, track star and swimming and diving champion.

Hall's intention was to go into diplomatic service. Intervening, however, was another visit to Tahiti and a return to California, which almost involuntarily launched him on an acting career.

Film Break

At the time, Samuel Goldwyn happened to be casting about for a leading man for "The Hurricane." Tall, bronzed Hall was tested along with scores of other candidates, but won the part hands down.

Thereafter, Hall's rise to motion picture stardom was rapid. He began his current Hollywood contract with the colorful role of Haroun-al-Raschid in Walter Wanger's Technicolor production, "Arabian Nights." In this he co-starred with like and understand. The Turkish Maria Montez and Sabu. This same Turhan does it very well.

trio next was teamed in "White Savage," also filmed in Technicolor. He has since co-starred with Miss Montez in "Cobra Woman" and "Ali Baba and the Forty Thieves," forming an acting team which currently has outdistanced all other boy-and-girl teams at the box office.

Hall is a perfectly-proportioned athlete, six feet two inches tall, and weighs 196 pounds.

He is the husband of the singer, Frances Langford, whom he married in 1938. The couple own a 140-acre citrus grove in Florida, and a 15-acre cove on the Florida coast where they have a beach house.

HISTORY YIELDS TO ROMANCE

(Advance)

Just to keep the record straight, when you see Turhan Bey kissing Maria Montez' hand in the Technicolor production, "Ali Baba and the Forty Thieves," coming ..... to the ..... Theatre, the gesture will be gentlemanly and polite, but it won't be technically correct. Turhan Bey knows it; Maria Montez knows it; Realart Pictures know it—so don't trouble to write in and tell them so.

You see, Miss Montez is playing a princess of Bagdad in the thirteenth century. Turban Bey plays her bodyguard and slave. Arabian slaves of that era didn't kiss their mistress' hands—or even touch them. They would have been killed if they did.

"Ali Baba and the Forty Thieves" employed a technical adviser, Jamiel Hasson, an Arab from an important family, to point out just such details in the film's making.

But, when Turhan Bey bowed low to his mistress, instead of kissing the hem of her robe, as his technical adviser said be should, the scenes seemed so stilted and formal that Producer Paul Malvern said:

"American movie goers won't like that, neither will Turhan Bey's fans."

So Turhan will kiss Maria's hand, an historically inaccurate gesture, but one his feminine followers will like and understand. The Turkish trio next was teamed in "White Savage," also filmed in Technicolor. He has since co-starred with Miss Montez in "Cobra Woman" and "Ali Baba and the Forty Thieves," forming an acting team which currently has outdistanced all other boy-and-girl teams at the box office.

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He is the husband of the singer, Frances Langford, whom he married in 1938. The couple own a 140-acre citrus grove in Florida, and a 15-acre cove on the Florida coast where they have a beach house.

Maria Montez lends her sultry Latin loveliness to Realart's spectacular Technicolor fantasy of the mystic Orient, "Ali Baba and the Forty Thieves." Co-starred with her are Jon Hall and Turhan Bey.

2 Col. Scene Mat No. 2A

A highspot of Realart's elaborate Technicolor fantasy, "Ali Baba and the Forty Thieves," comes when lovely Maria Montez takes a bubble bath, Thirteenth Century style.

2 Col. Scene Mat No. 2C

American Girls Outshine Harem Houris; Get Nod in "Ali Baba"

(Current)

Maria Montez isn't the only Latin-American beauty giving a "good neighbor" touch to Realart's Technicolor production, "Ali Baba and the Forty Thieves," now at the..... Theatre.

In fact, a glance at the list of girls playing roles of harem houris in this hit fictionized version of the fable of old Araby reveals that the film is pan-American in its femininity.

It appears that Ali Baba's magic carpet has discovered the air routes to the Americas, considering the girls who occupy the harem which, according to the story, is supposed to be a thirteenth century Bagdad scene.

First of all, of course, there's Maria Montez. As Amara, the belle of Bagdad, who is the prize of battles between Ali Baba and the Mongol Khan Hulagu, Maria certainly would be the number one occupant of any harem. Actually, however, she's a native of the Dominican Republic, is famed as a Latin-American "good will" girl, and there's nothing suggestive of the near-East or ancient Araby in her background. Miss Montez' exotic appeal on the screen, her warmth of color and her standing as "Queen of Technicolor" offset historic fact, however, to win her the role.

Among the girls surrounding Maria as harem handmaidens are other Latin-Americans. Estelita Zarco, born in El Paso, Texas, in 1919, is a Mexican-Italian. Her family moved to Texas when she was six months old.

Paulita Arvisu, born 20 years ago in Mexico City, is another Latin-American in "Ali Baba." She has been in pictures for five years. She is ambitious, thinks "it would be nice to be another Maria Montez."

Blanca Visscher, another "Ali Baba" beauty, was born in 1920 in Guatemala, Central America. She has been in the U. S. 12 years. She was educated at Hollywood High School, as was Lana Turner, but Blanca regrets that she didn't hang around the soda fountains wearing sweaters. She didn't get discovered.

She doesn't know about harems, either, but she certainly looks good in the movie version of seraglio serapes, and she's another good reason why Realart and "Ali Baba" are content, thank you, with girls from the Americas.

WHAT'S IN A NAME? LOOK!

(Current)

Her hazel eyes, dark brown hair and pretty smile, not to mention her pretty figure, won her a role with Maria Montez, Jon Hall and Turhan Bey in Realart's Technicolor "Ali Baba and the Forty Thieves," now at the .....Theatre.

She's been known by several names—all pretty.

She's considered to be a pretty nice girl—and gets a lot of work in the movies.

She's now known as Karen Knight.

San Antonio, Texas, where she was born 20 years ago, knew her as Thelma Flowers. But it was her step-father's name, and she changed it. Leaving Texas when she was only eight, she was in vaudeville at 13, using her "real name," Thelma Karen Knight, and doing pretty well.

She studied dancing for the theatre, learning modern dancing, ballet and eventually becoming a solo dancer and developing an act for the theatre and cafes. New York and its night clubs knew her as Tanya.

NO MINSKY MINX

(Current)

A battery of still cameramen was photographing Maria Montez in Realart's Technicolor production, "Ali Baba and the Forty Thieves," now screening at the ..... theatre.

"You're wearing too many clothes, aren't you, Maria?" asked Gene Lester, the color photographer. "How's about removing some of those heavy veils?"

"Positively no!" exclaimed the star. "I'm working in films—not in Minsky's."

Exotic Maria Montez and Jon Hall in Realart's Technicolor feature, "Ali Baba and the Forty Thieves".

1 Col. Scene Mat No. 1B

Dominican Republic Officially Honors Ali Baba's Latin Star

(Advance)

Maria Montez, Latin-American "Queen of Technicolor," and a native of the Dominican Republic, was officially honored by her country and its President during the filming of Realart's "Ali Baba and the Forty Thieves," coming to the ..... Theatre.

Awarded two decorations in recognition of her artistic success and for her "spirit of Dominicanism," she was informed of her new honors in a telegram from President Rafael L. Trujillo, of the Dominican Republic.

Surprised and obviously delighted, Maria took a few moments to wonder if it could really be true, then hastened to a phone to tell her family, who of course were all very proud of Maria's recognition by her native land.

Miss Montez' message from the Dominican Republic's President read as follows:

"To render you homage and to recognize your brilliant success as an artist, and to express to you my deep satisfaction and that of all your compatriots because of the never-ending spirit of Dominicanism that you so proudly hail, I have recommended that the congress bestow upon you decorations of the Order of Merit of Juan Pablo Duarte, and the Order of Trujillo in the grade of officer.

"President Trujillo."

The star's response to the telegram, sent after the volatile Latin took considerable time to compose herself, read as follows:

"Your excellency: I am deeply touched and very proud of the great honor that you and my compatriots have rendered to this, your humble servant. I assure you that this gesture of appreciation will be a great and luminous incentive to my artistic career, and will assist infinitely the multiplication of my efforts and in that way help me deserve the approbation of my country, my President and my compatriots. To my thanks and gratitude, allow me to add my best regards."

President Trujillo's daughter, Senorita Flor Trujillo, subsequently visited Miss Montez in Hollywood and presented the decorations to the star.

FLASH! DOG LIKES VILLAIN

(Current)

Maria Montez, Latin-America's gift to the Technicolor screen, was at her most glorious pitch as she sat beside the throne of Hulagu, the Mongol Khan (Kurt Katch) in a scene of "Ali Baba and the Forty Thieves," Realart release now showing at the ..... Theatre.

Maria wasn't happy, because she was the prisoner of the Khan, and was about to be wed to him against her will. Her heart really belonged to Ali Baba, played by Jon Hall.

The great Khan smirked in his self-satisfied way. A thirteenth century prototype of Hitler and Mussolini, he is the principal villain of this Technicolor excursion by Producer Paul Malvern.

Khan Smirks

The court of the Khan was at its most regal as merchants and princes from Arabia, Persia and Africa brought fabulous wedding gifts before the throne. The Khan smiled a thin and villainous smile at this evidence of the bondage and fear among his subjects.

Director Arthur Lubin had Actor Katch playing the Khan's role for all it was worth, as golden saddles, casks of gems and jewelry, incense and myrrh, and the forty jars of precious oil brought by Ali Baba, were brought before the throne.

In the procession of princely gifts was a Nubian slave leading two handsome wolfhounds. With the cameras rolling after much rehearsal, and the Khan smugly smirking to stir audience hatred, Director Lubin figured this was it—this was precisely what he wanted.

Then it happened. One of the wolfhounds wriggled out of his collar, got away from his Nubian guards, ran gracefully up to the throne—and licked the "villainous" Khan on the face.

Director Lubin just groaned.

I'M NOT SEABISCUIT!

(Current)

Best wisecrack pulled on the sets of Realart's Paul Malvern Technicolor production, "Ali Baba and the Forty Thieves," now showing at the ..... theatre, is credited to Jon Hall, the hard-riding hero of the spectacular film fantasy.

Jon's joke was aimed at Andy Devine, all 280 pounds of whom fill the part of "Abdullah" of the thieves, a devil-may-care Arabian horseman.

According to Hall, when "Abdullah" Devine mounted his horse for a scene one day, the steed looked around and asked: "Heh, how many men are up there?"

Turhan Bey and Maria Montez in a scene from "Ali Baba and the Forty Thieves", a Realart Technicolor spectacle.

1 Col. Scene Mat No. 1A

HALL, ALI BABA GET HAIR SHORN

That handsome hero in Realart's Paul Malvern Technicolor production, "Ali Baba and the Forty Thieves," now at the ..... Theatre, is Jon Hall—with a haircut.

Not since "The Invisible Agent" has Hall made a film in Hollywood with a reasonably short tonsorial topper. "Arabian Nights," "Tuttles of Tahiti," "White Savage" and "Cobra Woman" all required that familiar South Seas "long bob."

Even Hall's mustache has a neat trim for his role of Ali Baba.

LITTLE HONOR AMONG THIEVES

(Advance)

They were discussing scene-stealing on the set, and since the picture before the cameras was Universal's Technicolor fictionization of "Ali Baba and the Forty Thieves," opening ..... at the ..... Theatre, the subject was most appropriate. With thieves by the score about, there should be among them some authorities on the subject.

How about Maria Montez, feminine star of the picture? Was she afraid of scene-stealers?

"Well the other important roles in the picture are all male roles," said Maria. "Do you think I have enough glamour and er-ah-appeal to protect myself against these thieves?" asked the Latin-American "Queen of Technicolor."

"Yes, you have a point there, Maria," answered co-star Jon Hall. "But this is a man's picture, I say. I'll give the Ali Baba role a swashbuckling treatment. This picture is called 'Ali Baba and the Forty Thieves,' but it's a Robin Hood story. I think I'll do a little scene-stealing on my own."

"You're right about the possibilites of this being a man's picture," said Turhan Bey in rebuttal to his co-star, Hall, "but I'm in this, too, you know. And since we are letting our hair down, I think I have the scene-stealing role. You get the girl, Jon, but I'm the knife-throwing daredevil who makes the victory of Ali Baba's band over the villainous Mongol possible. I have the sympathy of the audience. I think I'll do a little thievery on my own."

Andy Devine pushed his way, stomach first, into this three-star conversation, and reminded them that "I have my own way of taking up most of the room in front of the camera."

"A singing rogue is what the audience likes," put in Fortunio Bonanova. "As Old Baba, who leads the singing of the rogues, I have my tricks of scene-stealing. You'll find out," the big Spanish baritone warned them all.

Just then, Director Arthur Lubin called "Places, please!" and the harem girls took their places draped alluringly in the background of one of Maria Montez' bathing pool scenes.

"Hmmmm!" whispered Maria as she turned away, "I think I can turn my back in safety upon you would-be cut-throats and thieves!"

ROMANTIC APPEAL UNRATIONED HERE

(Advance)

There is little question of where male interest will center in Realart's Technicolor version of "Ali Baba and the Forty Thieves," coming ..... to the..... Theatre.

The focal point will be Maria Montez, who is following her roles in "Arabian Nights," "White Savage" and "Cobra Woman" with a portrayal as a belle of Bagdad who bathes somewhat publicly in oasis pools.

Where feminine interest in the film will lie is not so easily decided. Turhan Bey, shifted from villain roles by Hollywood to sympathetic ones as a result of fan mail demand, is co-starred with the magnificent Montez—as is Jon Hall. Third femme eye-catcher in the film is tall, dark and handsome Fortunio Bonanova.

ALGIERS-BAGDAD

(Current)

Jon Hall introduced a note of authenticity on the set during filming of Realart's Paul Malvern Technicolor production, "Ali Baba and the Forty Thieves," now at the ..... Theatre, by setting up a portable radio to head lovely Frances Langford, broadcasting with a special overseas show from Algiers.

POTTERY ANGLES

IN LOBBY, OUT FRONT & ON STAGE:

Offer manufacturer or dealer the most dramatic display of pottery he's ever had . . . in your lobby. Basic idea should be 40 jars. If your lobby is big enough, use 40 large jars. Otherwise use a few large ones, making up the balance of forty with smaller ones. Group the jars around and in front of cut-outs. Place them on velure draped pedestals. Place them around your box office. Display them on either side of your stage with title painted on them and spotted. Use a row of them on the sidewalk in front of your house, near the curb, with title and playdate painted on. (You can use a soluble paint that will wash off).

Build up this opportunity for the pottery man by suggesting a display (preferably on your mezzanine, away from the lobby) of other pottery items he handles. Give him a generous sized credit card in the lobby. Copy reads: "POTTERY . . . AN ART THAT HAS FLOURISHED SINCE THE DAYS OF 'ALI BABA & THE 40 THIEVES' . . . BLANKSONS IS A NAME KNOWN TO POTTERY SINCE (DATE)".

Near your display of the 40 jars use this copy: "IN 40 SUCH JARS, HID THE 40 THIEVES OF ALI BABA".

MANUFACTURERS OR DEALERS:

Your best bet for a tie-up will be with a pottery manufacturer, if there happens to be one in town. Next best bet is with distributors or dealers. This type of merchandise rarely enjoys such promotional opportunities as you can offer.

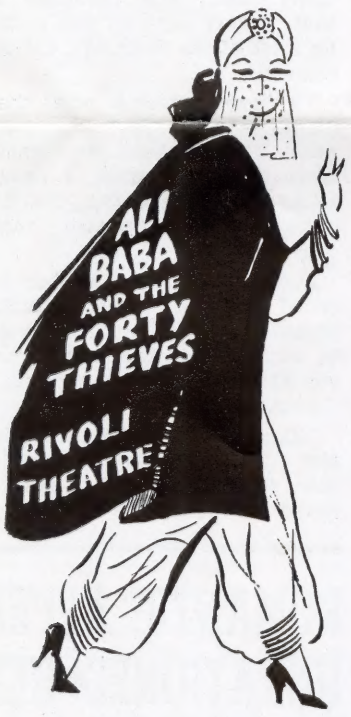
TIE IN DEPARTMENT STORE:

If your pottery contact is a distributor or manufacturer, go after the department store handling the line, for a special window. If your contact is a dealer, then go after him for a co-op window.

NEWSPAPER ADS:

Because of this unusual merchandising display of his wares in your theatre and in the department store window, promote the pottery man into using newspaper ads. to call public attention to both displays.

HAREM GIRL BALLY



Always a sure-fire street bally is the pretty girl who wanders the main shopping centers.

Dress a good looking usherette in Harem style with face covered (below the eyes) with a thin veil. Provide her with a flowing cape on which is lettered picture title and your theatre name. If weather permits cape can be left open in order to display the harem costume. Have arm and ankle bracelets for "jingle" effect as she walks. Provide her with "Ali Baba" Heralds for giveaways. Follow the slave-girl costume idea for all usherettes on duty in your theatre.

Radio Announcement

Plant spots on your local radio station following adventure stories or thrill broadcasts. Plant "ALI BABA AND THE FORTY THIEVES" as the thrilling adventure it is and stress the gorgeous Technicolor. Here is a sample announcement for your guidance:

(Announcer) "Have you ever dreamed of finding Pirate Gold? Have you ever pictured yourself as a storybook character in a land of adventure? If so, here's a chance to make your dreams come true. In "ALI BABA AND THE FORTY THIEVES" you will find all that the screen can give in wild adventure. Beauty at its best with Maria Montez . . . glorious excitements with the most reckless rogues that ever rode, led by Jon Hall, and wild adventure with a fiery hit star, Turhan Bey. "ALI BABA AND THE FORTY THIEVES" in glorious Technicolor at the Rivoli now."

GLENTEX SCARF TIE-UP

An attractive ALI BABA AND THE FORTY THIEVES scarf is available at leading department stores and women's specialty shops which carry the Glentex line.

For any information concerning names of local dealers and shops, write directly to Realart Pictures Company, 2 Park Ave., New York City.

You can arrange for several knock-out counter and window displays with stills and other accessories material available on the production.

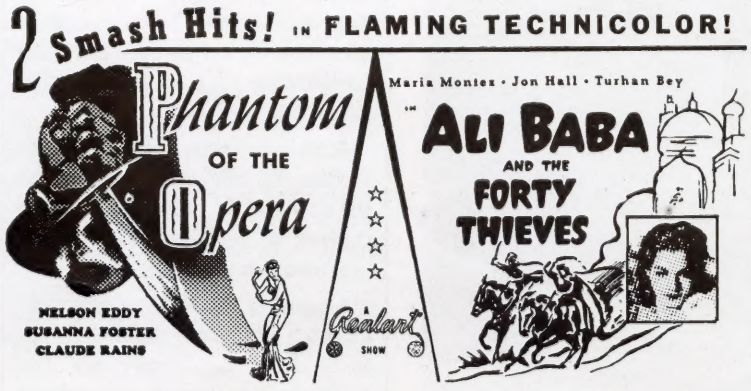
2 Mighty Spectacles!
FLAMING TECHNICOLOR!
PHANTOM OF THE OPERA
The Picture that has Everything
NELSON EDDY
SUSANNA FOSTER
CLAUDE RAINS
ROMANCE · MUSIC · TERROR!
A CAST OF THOUSANDS IN MATCHLESS SPECTACLE!
MARIA MONTEZ · JON HALL · TURHAN BEY
Lusty! Gusty! Gloriously Bold
ALI BABA AND THE FORTY THIEVES
ANDY DEVINE

HERALD

You can print an extremely attractive, yet inexpensive herald on ALI BABA AND THE FORTY THIEVES and PHANTOM OF THE OPERA, by using combination ad mat 420, illustrated on the left, as your main point of interest. The full size of the ad is eight inches square, and can be used as the center panel of a small four page herald, or alone on a flat throwaway, printing only one side. Needless to say, add your theatre name and playdates on the bottom of the ad.

MARQUEE BANNER

A beautiful 3 x 10 foot banner has been specially created for your showing of ALI BABA AND THE FORTY THIEVES. It is printed in beautiful color on fluorescent satin, and is trimmed with a handsome gold fringe. The banner is easy to hang, and can be ordered F.O.B. New York from the HOLLYWOOD ADVERTISING COMPANY, 114 East 32 Street, New York City 16, N. Y.


2 Smash Hits! IN FLAMING TECHNICOLOR!
Phantom OF THE Opera
NELSON EDDY
SUSANNA FOSTER
CLAUDE RAINS
Maria Montez · Jon Hall · Turhan Bey
ALI BABA AND THE FORTY THIEVES
Realart SHOW

Ad Mat No. 220

Ad Mat No. 120

COMBINATION ADS

Ad Mat No. 221

Ad Mat No. 320

Ad Mat No. 121

Ad Mat No. 420

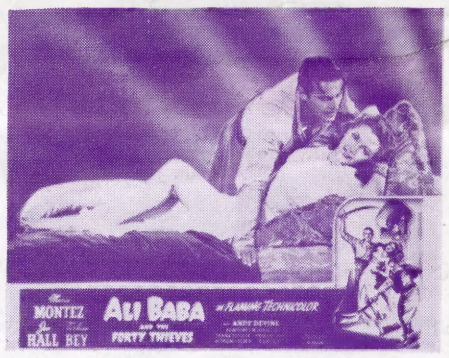
POSTERS and LOBBIES

THREE SHEET

INSERT CARD

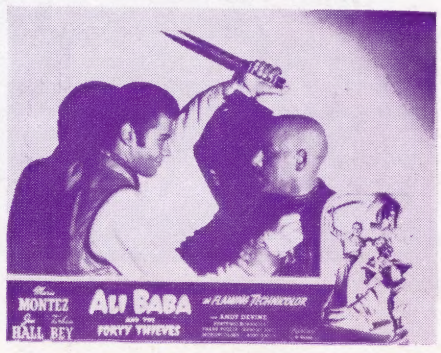
ONE SHEET

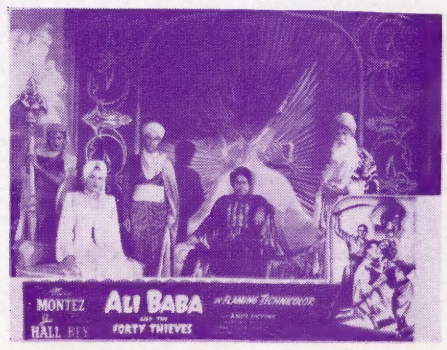
TITLE CARD



EIGHT 11x14 LOBBIES

22 x 28's





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